

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**Toni Kopra**

Serial No.: 09/580,583

Filed: May 30, 2000

For: Location Aware Product Placement  
And Advertising

Atty. Docket No.: 004770.00891

Group Art Unit: 3622

Examiner: Y. Retta

Confirmation No.: 8331

**RESPONSE**

Mail Stop Amendments  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Office Action mailed September 8, 2006. The Office Action set a three-month response period, making this paper due on or before **December 8, 2006**. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

**Amendments to the claims** are found in the **Listing of Claims**, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.